

CLAIMS

1-2. (cancelled without prejudice)

3. (currently amended) A system for providing advertising on a data network telephony system comprising:

a data network to provide data connectivity for a plurality of data communications channels using data transport protocols;

5 a commercial message server being operable to download at least one commercial message;

a first and second data network telephone connected to the data network, each data network telephone operable to communicate voice signals as data packets on a voice over data channel, the voice over data channel being one of the plurality of data communications channels
10 on the data network containing packetized voice signals, the data network telephones identified by a first and second user identifier corresponding to the data network telephones;

a network telephony connection server being operable to provide telephony service to the data network telephones and communicate at least one commercial message request with the commercial message server; and

15 the first data network telephone being operable to receive the downloaded commercial messages before the first and second data network telephones communicate voice signals on the voice over data channel, the first data network telephone further comprising a message display device to display the commercial messages;-

wherein each user identifier includes a unique sequence of alphanumeric elements;- and

20 ~~The system of Claim 2~~ wherein the first data network telephone further comprises at least

one speed dial key operable to initiate a second voice over data channel to a called party at a selected voice communications device when the speed dial key is assigned to the called party's user identifier.

4-5. (previously cancelled without prejudice)

6. (original) The system of Claim 3 wherein the data network telephone further comprises a speed dial function to assign a selected user identifier to the at least one speed dial key when the commercial message includes the selected user identifier.

7-40. (previously cancelled without prejudice)

41. (cancelled without prejudice)

42. (cancelled without prejudice) The commercial message server of Claim 41 wherein the commercial message server is operable to send the commercial message to the user identifier by sending the commercial message to the telephony connection server.

43. (cancelled without prejudice)

44. (currently amended) A commercial message server comprising:
at least one commercial message for display on a voice communications device;
a telephony connection server interface to receive connection information from a

telephony connection server, the connection information comprising at least one user identifier
5 for at least one party to a telephone call, the at least one party using the voice communications
device to initiate the telephone call; and

the commercial message server being operable to download the commercial message to
the voice communications device in use by the at least one party identified by the user identifier
prior to communicating voice signals to the voice communications device;-

10 the commercial message server further comprising a data network interface to
communicate the commercial message to the user identifier using a data communications
channel;- and

~~The commercial message server of Claim 43~~ wherein the data communications channel
uses an RTP protocol to transport the commercial message.

15 45-53. (previously cancelled without prejudice)

54. (original) A system for providing advertising on a data network telephony
system comprising:

a data network to provide data connectivity for a plurality of data communications
channels using data transport protocols;

5 a commercial message server connected to the data network, the commercial message
server being operable to send at least one commercial message;

a first and second data network telephones connected to the data network, each data
network telephone operable to communicate voice signals as data packets on a voice over data
channel, the voice over data channel being one of the plurality of data communications channels

10 on the data network containing packetized voice signals, the data network telephones being operable to convert data packets communicated on the voice over data channel to voice;

the first data network telephone being operable to receive the commercial messages, the first data network telephone further comprising a message display device to display the commercial messages;

15 a network telephony user database connected to the data network to store a user identifier and a telephone identifier corresponding to the user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a corresponding user and the telephone identifier includes a second unique sequence of alphanumeric elements that identifies a corresponding data network telephone; and

20 a network telephony connection server operable to receive a request message from the first data network telephone to initiate the voice over data channel with the second data network telephone, and to send a response message in response to the request message,

wherein the request and response messages are communicated by the network telephony connection server in accordance with a protocol selected from the group consisting of: the
25 Session Initiation Protocol (SIP), the H.323 protocol, the MGCP protocol and the MEGACO protocol.

55. (original) A telephony connection server comprising:

a call management function operable to receive a request to initiate a telephone call using at least one voice communications device, and to send a response message in response to the request message;

5 the call management function operates using a call management protocol selected from

the group of protocols consisting of: the Session Initiation Protocol (SIP), the H.323 protocol, the MGCP protocol and the MEGACO protocol;

a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify

10 a user of a voice communications device; and

an advertisement service to retrieve at least one commercial message from a commercial message server and to communicate the commercial messages in the response message.

56. (original) The telephony connection server of Claim 55 wherein the commercial message is communicated in a SIP response message.

57. (original) The telephony connection server of Claim 55 wherein the telephony connection server is operable to send the request to initiate the telephone call to a callee party at a second voice communications device, and wherein:

the commercial message is communicated in the request to initiate.